

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 4b

Title:

Recommendation to Approve a Resolution Adopting a First Street Plaza Special Event Policy

Presenter:

Derek Conley, Economic Development Director**Meeting:** Planning & Development Committee**Date:** May 13, 2024**Proposed Cost:****Budgeted Amount:** \$**Not Budgeted:** **TIF District:** None**Executive Summary** (if not budgeted, please explain):

The City of St. Charles made a significant investment our downtown area with the expansion of the First Street Plaza which is now completed. With the popularity of the new space, staff is recommending the City establish a policy governing the plazas use for special events.

The proposed policy is intended guide the City through the remainder of 2024 and be reevaluated at the end of the year. Given that the plaza is still new, and both the City, community, and surrounding businesses are still learning its functionality and safety considerations, it is prudent to start with smaller, established events before introducing new ones. Outlined below are the key points of the proposed policy:

- Consistent with existing practices for all special events in the City, applicants must submit a Special Event Application to the City for evaluation by the Special Events Committee. This committee, comprising representatives from all City departments and chaired by the Police Department.
- Initially, only the following entities will be permitted to host special events to use the plaza area: St. Charles Business Alliance, St. Charles School District 303, St. Charles Park District, St Charles Library, St. Charles Chamber of Commerce. This could be reevaluated at the end of the year. The Business Alliance is already planning on incorporating the plaza into existing events such as STC Live, Fine Show, Jazz Weekend, and Scarecrow Fest.
- Any Special Event must remain open to the public and free at all times in all areas of the First Street Plaza Area. Ticketed Special Events in the First Street Plaza Area are prohibited.
- Special events shall be limited in scope and size to the Permitted Area, which is defined as the oval-shaped space within the trellis, as specified in Exhibit A of the agreement. Temporary directional signage, wayfinding aids, or decorations may be placed outside this area with approval.
- Food vendors and food trucks, which prepare and serve to the public for immediate consumption are not permitted.
- Community organizations seeking to utilize the First Street Plaza for events must submit a special event application no later than January 31st of the event year. This provision aims to ensure proper planning and scheduling to avoid conflicts.

Attachments (please list):

Draft First Street Plaza Special Event Policy

Recommendation/Suggested Action (briefly explain):

Recommendation to Approve a Resolution Adopting a First Street Plaza Special Event Policy

DRAFT – First Street Plaza Special Event Policy 2024

A. DEFINITIONS – For the purpose of the First Street Special Events Policy, certain terms and words are hereby defined. Whenever the following words, terms and/or phrases are used, they shall have the meanings respectively ascribed to them as specified below, except where the context indicates a different meaning:

1. SPECIAL EVENT: Means an outdoor market, festival, art exhibition, cultural performance, craft shows, charity and fundraising events, or similar activities.
2. COMMUNITY ORGANIZATION: Means one of the following entities; St. Charles Business Alliance, St. Charles School District 303, St. Charles Park District, St Charles Library, St. Charles Chamber of Commerce.
3. COMMUNITY ORGANIZATION SPECIAL EVENT: Means a Special Event in which the applicant is a Community Organization which will be held on the First Street Plaza and is:
 - a. open and free to the public; and
 - b. organized and held with the objective that creates activities that attract people to or retain people in the City, to foster community spirit; and
 - c. adhere's to all rules and procedures of this policy

Example of COMMUNITY ORGANIZATION EVENT includes: the St. Charles Chamber of Commerce hosting a free and open Job Fair where members of the public are allowed to visit business tents or booths to discuss employment opportunities.

4. CITY OF ST. CHARLES SPECIAL EVENT COMMITTEE: Means a committee of various of City department as provided by City Code.
5. FIRST STREET PLAZA AREA: Means the area generally designated South of West Main St., North of the entrance to the First Street Public Parking Deck, East of 2nd St., and West of the Fox River, as depicted in Exhibit A.
6. PERMITTED AREA: Means the authorized section within the First Street Plaza eligible for hosting Special Events. The specific area is depicted in Exhibit A.
7. TICKETED SPECIAL EVENT: Means a Special Event for which attendees are required to purchase or obtain an admission ticket or passes in order to attend.

B. RULES AND PROCEDURES

1. COMMUNITY ORGANIZATIONS seeking to utilize the FIRST STREET PLAZA AREA for an event must submit Special Event application no later than January 31st of the year of the event to be review by of the City of St. Charles Special Event Committee and approved by the City of St.

Charles City Council.

2. Special Events shall be limited to size and scope to the Permitted Area identified in Exhibit A ONLY. Any event furniture, including tents, tables, chairs, equipment shall include within the Permitted Area. Any programmed events, vendors, or other activities must be limited to the Permitted Area. Temporary directional, wayfinding signage, or decorations may be added outside of the Permitted Area evaluated by the Special Event Committee and approved by City Council.
3. It shall be unlawful for any person or organization to conduct Special Event within the FIRST STREET PLAZA AREA unless a permit for such event has been issued. The cost of the permit is \$500.00 and shall be in addition to other costs for City services as well as any third-party costs deemed necessary by the City Administrator. City services includes City personnel (Police officers, crossing guards, EMTs, etc.) and City equipment (generators, barriers, cones, etc.) provided by the City Public Works, Police, and Fire Departments.
4. City can reserve FIRST STREET PLAZA AREA or the PERMITTED AREA at any time.
5. With approval, BUSINESS ALLIANCE SPECIAL EVENTS are permitted to use the FIRST STREET PLAZA AREA (outside of the PERMITTED AREA) for SPECIAL EVENTS.
6. Any Special Event must remain open to the public and free at all times in all areas of the First Street Plaza Area. Ticketed Special Events in the First Street Plaza Area are prohibited.
7. The temporary waiver of the City noise ordinance may be granted upon approval of a Special Event Application on a case-by-case basis. Special Event organizers must be mindful of the impacts of sound on the surrounding neighborhoods. The City reserves the right to impose decibel limits at any time.
8. Food vendors and food trucks, which prepare and serve to the public for immediate consumption, are not permitted in connection with any Special Event or within FIRST STREET PLAZA AREA including the Permitted Area.
9. Sales and distribution of alcoholic beverages is prohibited at all Special Events unless licensed by the City of St. Charles.
10. All vendors are required to securely affix protective feet to the bottom of their equipment to prevent damage to surfaces.
11. If damages to public property occur during a SPECIAL EVENT held in the First Street Plaza, as well as the Permitted Area, event organizers will be obligated to pay for such damage. Damages will be assessed and separate fees will be calculated on a per incident basis.

12. Applicants are responsible for clearing all equipment and cleaning of the SPECIAL EVENT area and any adjoining areas after the Special Event and restore the First Street Plaza and any surrounding areas impacted by the Special Event back to its regular condition, and as may be directed by the City.
13. Non-compliance with the permit conditions may result in immediate permit revocation or denial of future permits.

EXHIBIT A

